

Abstract of the Disclosure

A system and method for transporting an adhesive side of a sheet media, particularly a sheet media having an adhesive side with an encapsulated adhesive ruptured by an activator unit. This activation unit can include one or more of the following: a pressure roller, a pair of pressure rollers, an activator blade, a set of rotatable discs or a series of sets of rotatable discs. A sheet media having an encapsulated adhesive is fed past the activator unit in the system and method, whereby the capsules will be ruptured and the adhesive side of the sheet media is activated. A release liner device such as a belt or roll of releasable sheet media transports the activated sheet media throughout subsequent process steps, e.g. label printing, cutting, die casting, etc.